



The Power Behind the Storage

## PRESS RELEASE

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### FOR IMMEDIATE RELEASE

## ATTO Technology goes Virtual with Online Tradeshow Events

*ATTO will host their own Virtual NAB Show Booth April 29<sup>th</sup> and participate in the official NAB Show online alternative, among other events*

**Amherst, NY (April 20, 2020)** – [ATTO Technology, Inc.](#), a global leader of network, storage connectivity and infrastructure solutions for data-intensive computing environments for over 30 years, is pleased to announce they will host a Virtual NAB Show Booth as the key event in a series of online events for ATTO in place of NAB Show 2020 and other tradeshows that would have occurred at the time.

ATTO Technology is hosting a WebEx event April 29, 2020, 11:00 A.M EDT (8:00 A.M. PDT/4:00 P.M. BST) called [ATTO Virtual NAB Show Booth: Connect with Confidence!](#) This live event will feature their latest connectivity solutions for media professionals. ATTO Customer Engineers will present demonstrations showing the impressive performance in media workflows of [ATTO FastFrame™ Ethernet adapters](#) and [ATTO Celerity™ Fibre Channel HBAs](#). Attendees will have the opportunity to ask questions and chat with ATTO team members.

Space is limited to this event, so those interested are encouraged [to register](#) as soon as possible.

ATTO is proud to be a part of Dell Technologies Media Live! event April 21-22, 2020, 11:00 A.M EDT (8:00 A.M. PDT/4:00 P.M. BST), where they will present [ATTO 360™ Tuning, Monitoring, and Analytics software](#) and how it can help optimize Dell workstation media workflows. Register for this event here: <https://www.delltechnologies.com/en-us/events/nab2020/index.htm>

On April 22, 2020, at 1:00 P.M. EDT ATTO joins Qumulo to discuss accelerating Qumulo storage with ATTO FastFrame 10/25/40/50/100GbE NICs, certified by Qumulo, and ATTO 360 Tuning software. Register for this event here: [discover.qumulo.com/2020\\_04NAWebinar-NABPartnerShowcase-ATTOTechnology\\_RegistrationPage.html](https://discover.qumulo.com/2020_04NAWebinar-NABPartnerShowcase-ATTOTechnology_RegistrationPage.html)

ATTO will participate in [NAB Show Express](#), May 13 and 14, 2020. NAB Show Express is the official [NAB Show online alternative](#) to the popular live trade show, which was canceled due to the COVID-19 pandemic. Visitors will find demo videos, solution guides, and product information for media and film production connectivity.

Additional online events will include:

May 21, 2020 – ATTO will participate in an online partner event hosted by Global Distribution Group.

May 27, 2020 – ATTO will present during the Los Angeles Mac Admins Zoom Meeting.

For up-to-date information on ATTO events, please visit the [Events page](#) of [atto.com](#).

ATTO Technology provides unmatched professional connectivity purpose-made for media and film production, broadcasting and content creation. ATTO Celerity Fibre Channel HBAs, ATTO FastFrame Ethernet NICs, [ATTO ExpressSAS® HBAs](#), [ATTO ThunderLink® Thunderbolt™ adapters](#), along with ATTO software and drivers, are high-performance solutions enabling smooth, worry-free 4K, 8K editing and production workflows in the studio and at home.

**Purchase ATTO products through leading Value Added Resellers, System Integrators and the ATTO Web Store. Learn more: [www.atto.com/howtobuy/](http://www.atto.com/howtobuy/)**

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## **ABOUT ATTO**

For over 30 years ATTO Technology, Inc. has been a global leader across the IT and media & entertainment markets, specializing in network and storage connectivity and infrastructure solutions for the most data-intensive computing environments. ATTO works with partners to deliver end-to-end solutions to better store, manage and deliver data. Working as an extension of customers' design teams, ATTO manufactures host adapters, network adapters, storage controllers, Thunderbolt™ adapters, and software. ATTO solutions provide a high level of connectivity to all storage interfaces, including Fibre Channel, SAS, SATA, iSCSI, Ethernet, NVMe and Thunderbolt. ATTO is the Power Behind the Storage.

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